

A map of Canada is shown in the background, with various geographical features and cities labeled. The map includes the Arctic Ocean to the north, the United States (Alaska) to the west, and Greenland (Denmark) to the northeast. Major bodies of water like the Beaufort Sea, Baffin Bay, Davis Strait, Labrador Sea, Hudson Bay, and the Great Lakes are labeled. Cities such as Dawson, Whitehorse, Churchill, Edmonton, Calgary, Regina, Winnipeg, Vancouver, Québec, Montréal, Ottawa, St. John's, and Halifax are marked. The title "Introduction to Food Labeling in Canada" is overlaid in the center in a large, bold, black font, with "Introduction to" in italics.

# *Introduction to* **Food Labeling in Canada**

# TODAY'S PRESENTATION TEAM

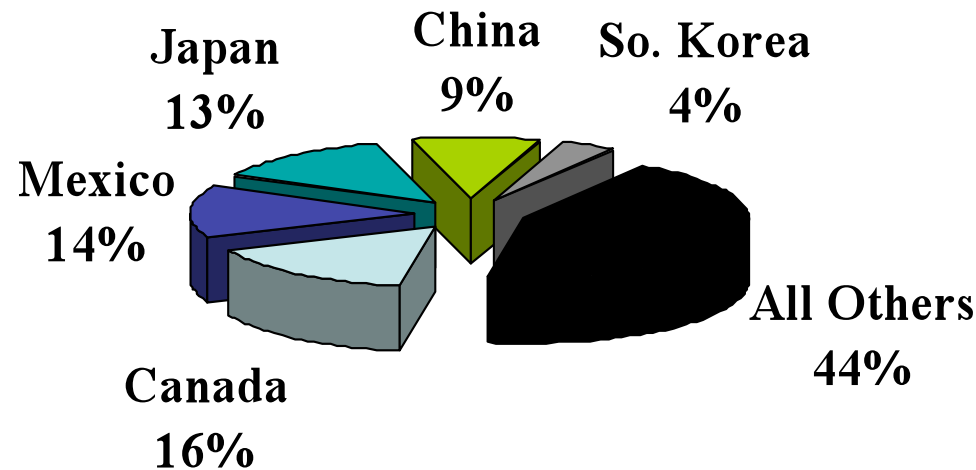
- Luc Tardif, Interunion Marketing
- Tim Larsen, Colorado Dept. of Ag.
- Ted Craig, Wyoming Business Council
- George Myers, USDA Canada
- Lisa Anderson, USDA Canada
- Diana Weigel, CFIA

# Today's topics:

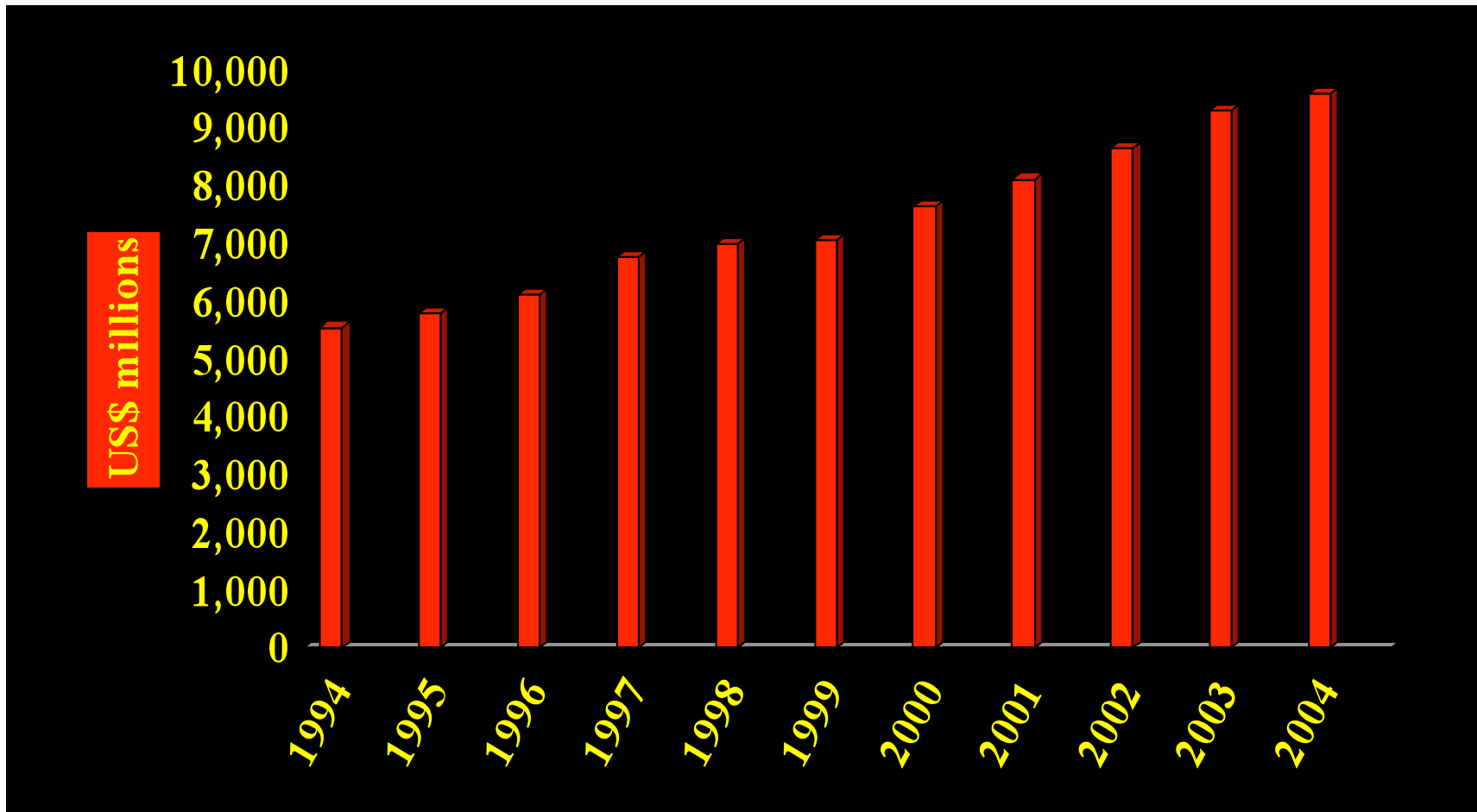
- Overview of U.S. exports to Canada
- Labeling Basics
- Nutritional Labeling Issues
- Grading Labels
- Organic Labeling
- Meat, Poultry and Processed Frt/Veg.
- Claims
- GMO and Irradiation
- Shelf Life
- Temporary Labeling
- Enforcement
- Questions & Answers

# Canada is the Leading Market for U.S. Food and Agricultural Exports

U.S. Agricultural Exports in Calendar Year 2004, \$61 billion

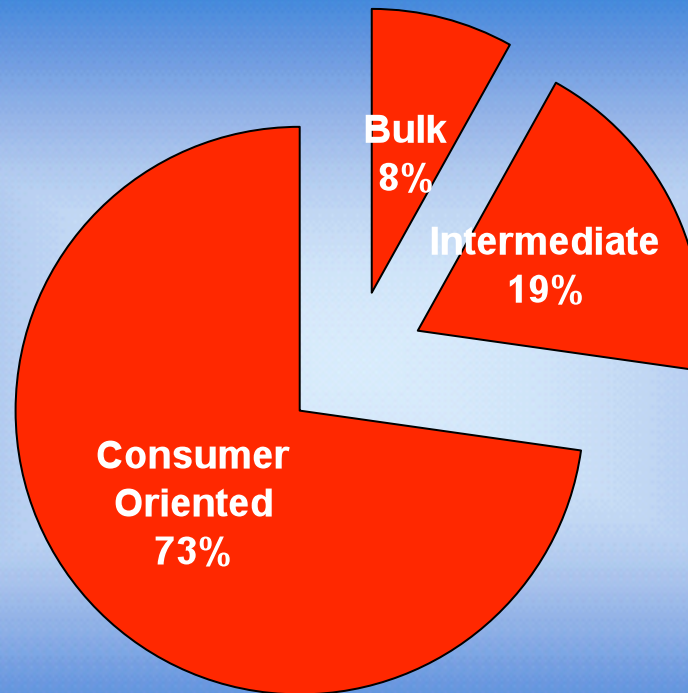


# U.S. Agricultural Exports to Canada under NAFTA

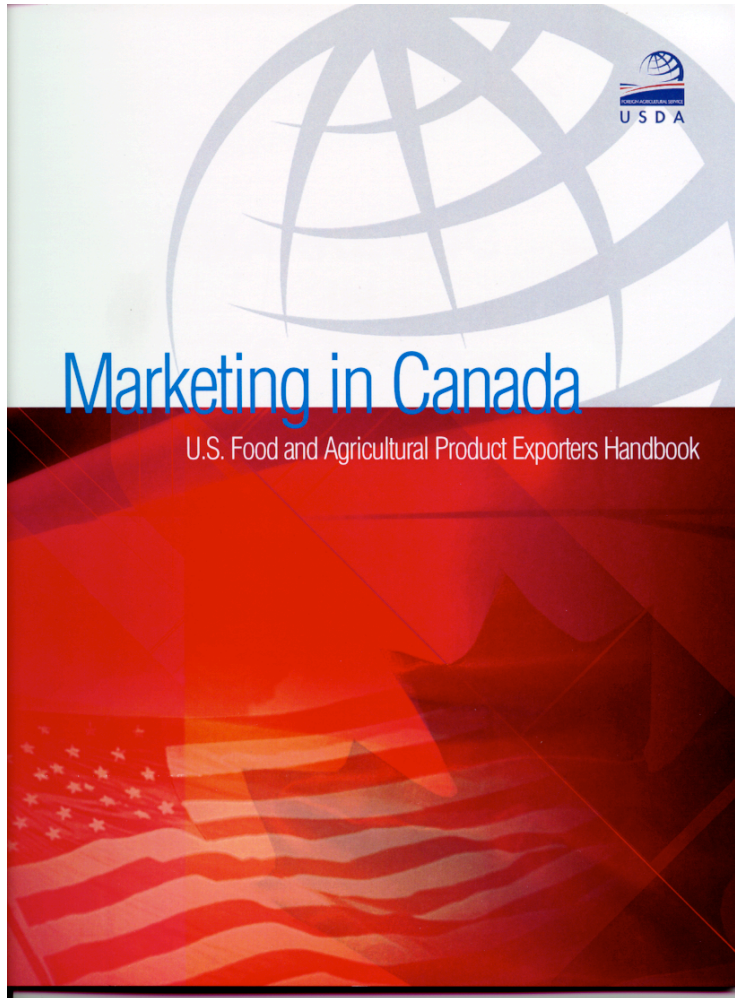


# U.S. Ag. Exports to Canada, by Type

2004     \$9.7 billion



# Marketing in Canada



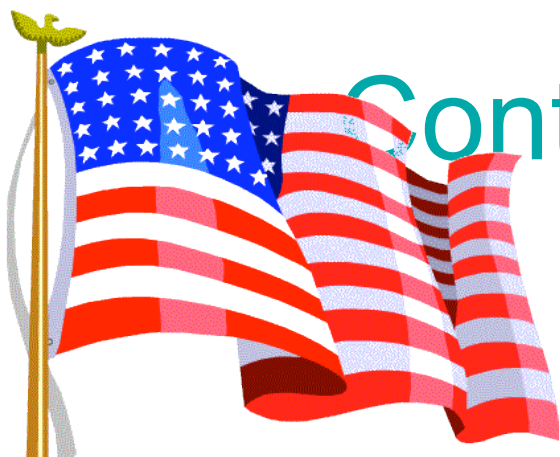
- **Exporter Business Tips**
- **Export Services**
- **Customs Import Procedures**
- **Food Regulation**
- **Packaging & Labeling**
- **Market Sector Trends**
- **Best Prospects**

# CHECK OUT CANADA!



- Establish Commercial Relationships in Canada
- Endorsed by FAS
- Cost-Effective
- One-on-One Meetings
- Research
- Market Overviews





# Contact Information

Office of Agricultural Affairs  
Foreign Agricultural Service, USDA  
U.S. Embassy, Ottawa

Tel: (613) 688-5267

Fax: (613) 688-3124

email: [Agottawa@usda.gov](mailto:Agottawa@usda.gov)



# *Canadian labeling standards*

The Canadian Food Inspection Agency (CFIA) enforces labeling standards in Canada.

This presentation is a summary of labeling standards used in Canada. It should not be used as sole resource. It is strongly recommended that you consult the 'Guide to Food Labeling and Advertising' found on the CFIA website:

[www.inspection.gc.ca](http://www.inspection.gc.ca)

The CFIA may also be contacted directly to solve labeling issues not covered by the Guide.

# *Labeling basics*

Basic labeling standards are very similar to US standards.

Some differences:

- Bilingual (French/English)
- Metric, and difference in imperial system
- Some products are sold by volume instead of weight
- Standard container sizes
- Nutrition Facts panel standards.



# *Labeling basics*

Many other aspects are the same as US packaging:

- Identification of manufacturer and/or importer
- Country of origin (or Canadian importer)
- Ingredient listing
- Component and processing-aid declaration
- Imagery used on packaging
- UPC codes, etc.





# *Labeling basics*

All pre-packaged products require a label, with some exceptions.

Information on some labels may be in only one of the two official languages.



# *Nutrition Facts*

Nutrition Facts panel will be mandatory on most food products.

Canadian manufacturers and companies exporting to Canada have the same time to comply.



# *Nutrition Facts*

Canadian Nutrition Facts panels are similar on the surface to those used in the US.



Nutrition Facts	
Serving Size 1 cup (236ml) Servings Per Container 1	
Amount Per Serving	
Calories 80	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol Less than 5mg	0%
Sodium 120mg	5%
Total Carbohydrate 11g	4%
Dietary Fiber 0g	0%
Sugars 11g	
Protein 9g	17%
Vitamin A 10% • Vitamin C 4%	
Calcium 30% • Iron 0% • Vitamin D 25%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

Nutrition Facts Valeur nutritive	
Per 125 mL (87 g) / par 125 mL (87 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 2 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	0 %
Iron / Fer	2 %

# Nutrition Facts

## Basics

Normal width font  
8 point type except as indicated  
Thin rules — 0.5 point  
Rules centred between text

Heading: 13 point bold type	<b>Nutrition Facts</b>	
Serving of stated size: 10 point leading	Per 125 mL (87 g)	
Subheadings: 6 point bold type with 12 point leading	Amount	% Daily Value
	<b>Calories 80</b>	
	<b>Fat 0.5 g</b>	<b>1 %</b>
6 point indent	Saturated 0 g	0 %
9 point leading	+ Trans 0 g	
	<b>Cholesterol 0 mg</b>	
Calories and non-indented nutrients in bold type, amount in medium type, 12 point leading	<b>Sodium 0 mg</b>	<b>0 %</b>
	<b>Carbohydrate 18 g</b>	<b>6 %</b>
Medium type	Fibre 2 g	8 %
	Sugars 2 g	
	<b>Protein 3 g</b>	
Medium type with 14 point leading	Vitamin A 2 %	Vitamin C 10 %
Medium type with 12 point leading	Calcium 0 %	Iron 2 %

5 point spacing

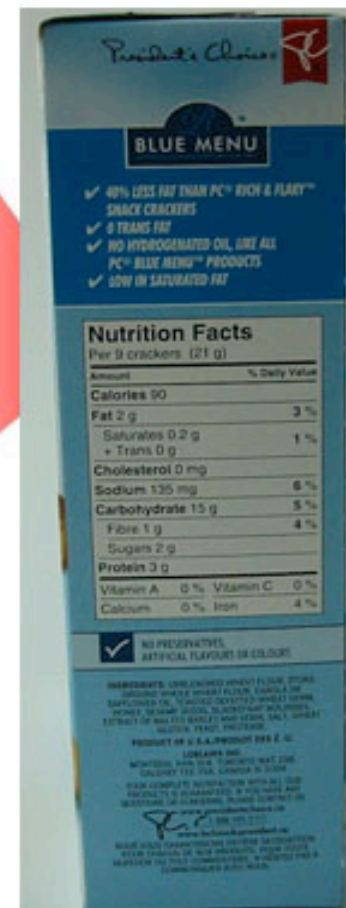
Annotations on the right side of the table:

- 2 point rule
- 1 point rule
- Text enclosed by a box with a 0.5 point rule within 3 points of text
- Value centred against multi-line information on left
- Numbers in bold type, % sign in medium type, space between number and % sign
- Space between number and unit
- 2 point rule
- Order of presentation goes from left to right



# Nutrition Facts

- French and English Nutrition Facts panels may be separate
- US format cannot be used on foods sold in Canada.



# Nutrition Facts

Three main types of Basic Nutrition Facts Panel...

## Standard

Valeur nutritive par 125 mL (87 g)	
Teneur	% valeur quotidienne
Calories 80	
Lipides 0.5 g	1 %
saturés 0 g + trans 0 g	0 %
Cholestérol 0 mg	
Sodium 0 mg	0 %
Glucides 18 g	6 %
Fibres 2 g	8 %
Sucres 2 g	
Protéines 3 g	
Vitamine A 2 %	Vitamine C 10 %
Calcium 0 %	Fer 2 %

4,7 cm x 6,5 cm = 30,6 cm<sup>2</sup>

Nutrition Facts Per 125 mL (87 g)	
Amount	% Daily Value
Calories 80	
Fat 0.5 g	1 %
Saturated 0 g + Trans 0 g	0 %
Cholesterol 0 mg	
Sodium 0 mg	0 %
Carbohydrate 18 g	6 %
Fibre 2 g	8 %
Sugars 2 g	
Protein 3 g	
Vitamin A 2 %	Vitamin C 10 %
Calcium 0 %	Iron 2 %

4,7 cm x 6,5 cm = 30,6 cm<sup>2</sup>

## Narrow Standard

Nutrition Facts Per 125 mL (87 g)	
Amount	% DV*
Calories 80	
Fat 0.5 g	1 %
Saturated 0 g + Trans 0 g	0 %
Cholesterol 0 mg	
Sodium 0 mg	0 %
Carbohydrate 18 g	6 %
Fibre 2 g	8 %
Sugars 2 g	
Protein 3 g	
Vitamin A 2 %	
Vitamin C 10 %	
Calcium 0 %	
Iron 2 %	

3,6 cm x 7,7 cm = 27,7 cm<sup>2</sup>

Valeur nutritive par 125 mL (87 g)	
Teneur	% VQ*
Calories 80	
Lipides 0.5 g	1 %
saturés 0 g + trans 0 g	0 %
Cholestérol 0 mg	
Sodium 0 mg	0 %
Glucides 18 g	6 %
Fibres 2 g	8 %
Sucres 2 g	
Protéines 3 g	
Vitamine A 2 %	
Vitamine C 10 %	
Calcium 0 %	
Fer 2 %	

3,6 cm x 7,7 cm = 27,7 cm<sup>2</sup>

## Bilingual Standard

Nutrition Facts Valeur nutritive Per 125 mL (87 g) / par 125 mL (87 g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 2 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A 2 %	
Vitamin C / Vitamine C 10 %	
Calcium / Calcium 0 %	
Iron / Fer 2 %	

5,2 cm x 8,1 cm = 42,1 cm<sup>2</sup>

# Nutrition Facts

Some of the other types of Nutrition Facts Panel...

## Horizontal

Nutrition Facts Valeur nutritive		Amount / Teneur	% DV / % VQ*	Amount / Teneur		% DV / % VQ*
Per 1 bar (40 g) pour 1 tablette (40 g)		Fat / Lipides 13 g	20 %	Carbohydrate / Glucides 23 g		8 %
		Saturated / saturés 5 g + Trans / trans 3,5 g	42 %	Fibre / Fibres 0 g		0 %
Calories 220		Cholesterol / Cholestérol 10 mg		Sugars / Sucres 20 g		
		Sodium / Sodium 70 mg	3 %	Protein / Protéines 3 g		
* DV = Daily Value VQ = valeur quotidienne		Vitamin A / Vitamine A	2 %	Vitamin C / Vitamine C		0 %
		Calcium / Calcium	6 %	Iron / Fer		4 %

10.8 cm x 3.2 cm = 34.6 cm<sup>2</sup>

Valeur nutritive Nutrition Facts		Teneur / Amount	% VQ / % DV*	Teneur / Amount		% VQ / % DV*
pour 1 tablette (40 g) Per 1 bar (40 g)		Lipides / Fat 13 g	20 %	Glucides / Carbohydrate 23 g		8 %
		saturés / Saturated 5 g + trans / Trans 3,5 g	42 %	Fibres / Fibre 0 g		0 %
Calories 220		Cholestérol / Cholesterol 10 mg		Sucres / Sugars 20 g		
		Sodium / Sodium 70 mg	3 %	Protéines / Protein 3 g		
* VQ = valeur quotidienne DV = Daily Value		Vitamine A / Vitamin A	2 %	Vitamine C / Vitamin C		0 %
		Calcium / Calcium	6 %	Fer / Iron		4 %

10.8 cm x 3.2 cm = 34.6 cm<sup>2</sup>

## Simplified

Nutrition Facts		Valeur nutritive	
Per 1 stick (2.7 g)		pour 1 bâtonnet (2,7 g)	
Amount	% Daily Value	Teneur	% valeur quotidienne
Calories 5		Calories 5	
Fat 0 g	0 %	Lipides 0 g	0 %
Carbohydrate 2 g	1 %	Glucides 2 g	1 %
Protein 0 g		Protéines 0 g	
Not a significant source of saturated fat, trans fat, cholesterol, sodium, fibre, sugars, vitamin A, vitamin C, calcium or iron.		Source négligeable de lipides saturés, lipides trans, cholestérol, sodium, fibres, sucres, vitamine A, vitamine C, calcium et fer.	

3.6 cm x 4.3 cm = 15.5 cm<sup>2</sup>

3.6 cm x 4.3 cm = 15.5 cm<sup>2</sup>

## Linear

Nutrition Facts		Valeur nutritive	
per 1 cup (264 g)		pour 1 tasse (264 g)	
Calories 260		Calories 260	
Fat 13 g (20 %), Saturated Fat 3 g + Trans Fat 2 g (25 %), Cholesterol 30 mg, Sodium 660 mg (28 %), Carbohydrate 31 g (10 %), Fibre 0 g (0 %), Sugars 5 g, Protein 5 g, Vit A (4 %), Vit C (2 %), Calcium (15 %), Iron (4 %).		Lipides 13 g (20 %), Lipides saturés 3 g + Lipides trans 2 g (25 %), Cholestérol 30 mg, Sodium 660 mg (28 %), Glucides 31 g (10 %), Fibres 0 g (0 %), Sucres 5 g, Protéines 5 g, Vit A (4 %), Vit C (2 %), Calcium (15 %), Fer (4 %).	

10.4 cm x 1.4 cm = 14.6 cm<sup>2</sup>

10.4 cm x 1.4 cm = 14.6 cm<sup>2</sup>

# Nutrition Facts Problems

a

Nutrition Facts	
Per 125 mL (87 g)	
Amount	% Daily Value
Calories 80	
Fat 0.5 g	1 %
Saturated 0 g + Trans 0 g	0 %
Cholesterol 0 mg	0 %
Sodium 0 mg	0 %
Carbohydrate 18 g	6 %
Fiber 2 g	8 %
Sugars 2 g	
Protein 3 g	
Vitamin A 2 %	Vitamin C 10 %
Calcium 0 %	Iron 2 %

b

Nutrition Facts	
Valeur nutritive	
Per 125 mL (87 g) / par 125 mL (87 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	0 %
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 2 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	0 %
Iron / Fer	2 %

c

Nutrition Facts	
Serving Size 125 mL (35 g)	
Servings Per Container 13	
Amount Per Serving	
Calories 90	Calories from fat 9
	Calories from Saturated + Trans 0
	% Daily Value*
Total Fat 1 g	2 %
Saturated 0 g + Trans 0 g	0 %
Omega-6 Polyunsaturated 0.5 g	
Omega-3 Polyunsaturated 0.5 g	
Monounsaturated 0.2 g	
Cholesterol 0 mg	0 %
Sodium 300 mg	12 %
Potassium 410 mg	12 %
Total Carbohydrate 27 g	9 %
Dietary Fibre 12 g	48 %
Soluble Fibre 0 g	
Insoluble Fibre 11 g	
Sugars 6 g	
Sugar Alcohols 0 g	
Starch 9 g	
Protein 4 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 2 %	Iron 35 %
Vitamin D 0 %	Vitamin E 0 %

d

Nutrition Facts/Valeurs nutritives	
Serving Size/Portion 125 mL (35 g)	
Servings Per Container/Portions par contenant 13	
Amount Per Serving	% Daily Value
Calories 90	Calories from Fat/Valeurs provenant des gras 9
	Calories from Saturated + Trans 0
	% Valeur quotidienne*
Total Fat/Totale 1 g	2 %
Saturated/Saturés 0 g	0 %
Trans/Trans 0 g	0 %
Total Carbohydrate/Totale des glucides 27 g	9 %
Dietary Fibre 12 g	48 %
Soluble Fibre 0 g	
Insoluble Fibre 11 g	
Sugars 6 g	
Sugar Alcohols 0 g	
Starch 9 g	
Protein 4 g	
Vitamin A 0 %	Vitamin C 0 %
Calcium 2 %	Iron 35 %
Vitamin D 0 %	Vitamin E 0 %

e

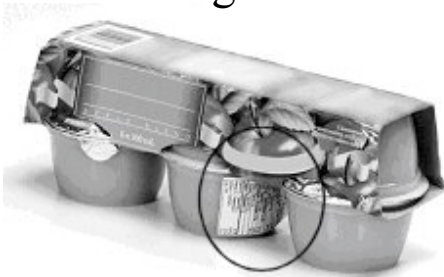


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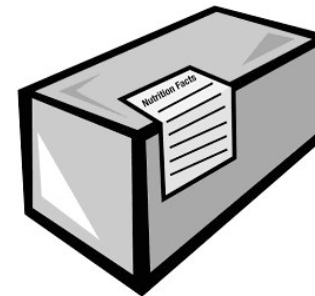


# *Nutrition Facts Problems*

g



h



i



k



j





# Organic

Claims regarding organic are similar to the US.

A food certified by a certification body may bear the trademark of the certifying body.

Until National Standards are finalized, certification of products described as organic is voluntary in all provinces except Quebec.  
[www.caaq-bio.org](http://www.caaq-bio.org)



# Grading

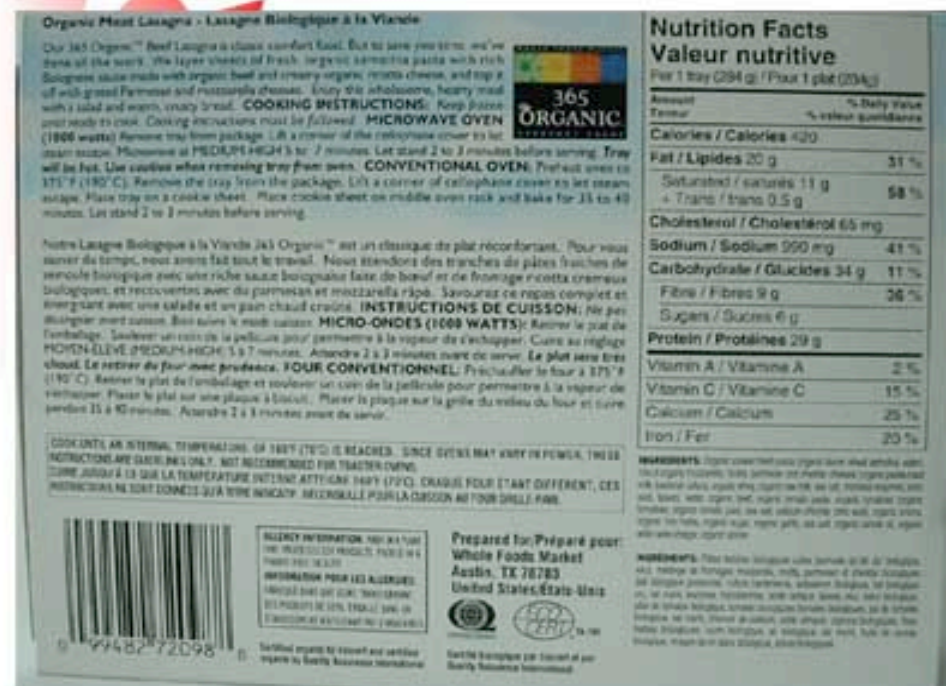
Different grading standards:

Grade names and standards have been established.

Grade names must not be used to describe products which have no established Canadian grading standards except when it is preceded with the country name.



## Coding Canned products with a grade.





# *Meat and Poultry*

- Minimum Meat Protein Standard for protein
- Cuts
- Frozen and previously frozen considerations



**INGREDIENTS:** CHICKEN BREAST PORTIONS, WATER, SALT, SUGAR, DEXTROSE, SODIUM PHOSPHATE, SPICE, GARLIC POWDER.  
**BREADING:** TOASTED WHEAT CRUMBS, WATER, WHEAT FLOUR, SALT, MODIFIED CORN STARCH, WHEAT GLUTEN, EGG WHITE POWDER, SODIUM DIACETATE, FLAVOUR, SPICE, BAKING POWDER, HYDROGENATED SOYBEAN AND CANOLA OIL, MODIFIED MILK INGREDIENTS, DEXTROSE, GARLIC POWDER, CITRIC ACID, GUAR GUM, BROWNED IN SOYBEAN OIL.

## **Nutrition Facts**

Per 1 chicken breast portion (150 g)

Amount	% Daily Value
<b>Calories 220</b>	
<b>Fat 14 g</b>	<b>22 %</b>
Saturated 2.5 g	
+ Trans 0.1 g	<b>13 %</b>
<b>Cholesterol 35 mg</b>	
<b>Sodium 1440 mg</b>	<b>60 %</b>
<b>Carbohydrate 10 g</b>	<b>3 %</b>
Fibre 0 g	<b>0 %</b>
Sugars 7 g	
<b>Protein 26 g</b>	
Vitamin A 2 %	Vitamin C 0 %
Calcium 2 %	Iron 10 %

PRODUCT OF CANADA  
PRODUIT DU CANADA

PREPARED FOR/PRÉPARÉ POUR:  
THE GREAT ATLANTIC & PACIFIC  
COMPANY OF CANADA LTD.  
TORONTO, CANADA MSW 1A6

# Claims

## Claim rules:

- Size and prominence
- Placement of accompanying information
- Language requirements
- Nutrition Facts Table
- Conditions for advertising.



# Claims

Additional regulations regarding claims:

- Conditions to qualify
- Claims must not be misleading or deceptive
- Claims should be based on recognized health and scientific evidence.





# Claims

New regulations permit 5 diet-related health claims:

- Low sodium and hypertension
- Calcium/Vit. D and osteoporosis
- Low saturated fat/trans fat and heart disease
- Vegetables/fruits and cancer
- Fermentable carbohydrates and dental cavities.



# Claims



Claims that a food does not contain an ingredient or substance must be factual and not misleading.

- Total absence, if claimed
- Claim should be justified
- Maximum acceptable level definition.



# *GMO and Irradiation*

Voluntary labeling and advertising of foods that are and are not products of genetic engineering.

Irradiated foods restrictions.





# *Shelf Life*

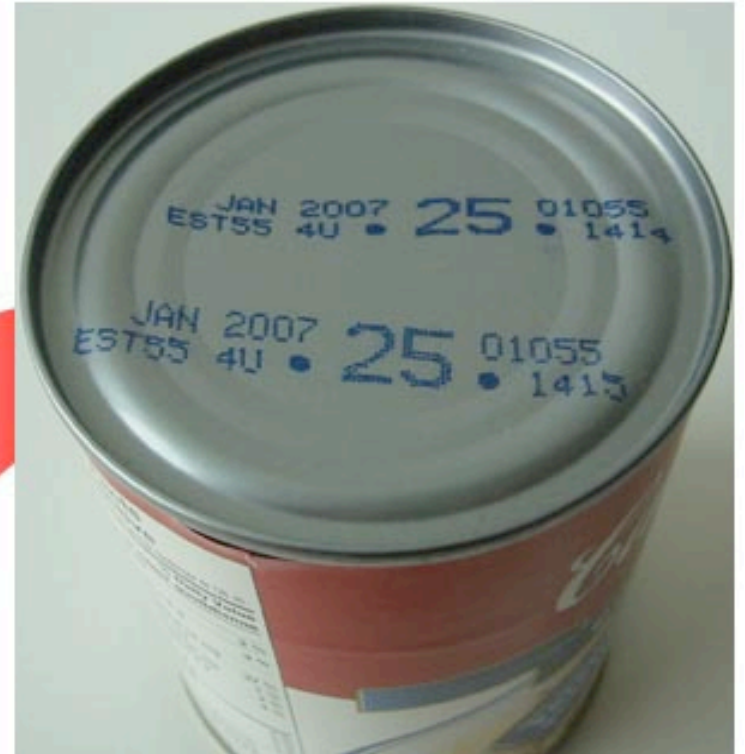
Shelf Life must be indicated when a food or beverage has a shelf life of 90 days or less.

Shelf Life and storage instructions must be indicated if they differ from normal storage conditions.

Date should be easy to understand in both official languages.

Legal format needs year first:

**Best before**  
**04 JN 28**  
**Meilleur avant**



# *Labeling compliance*

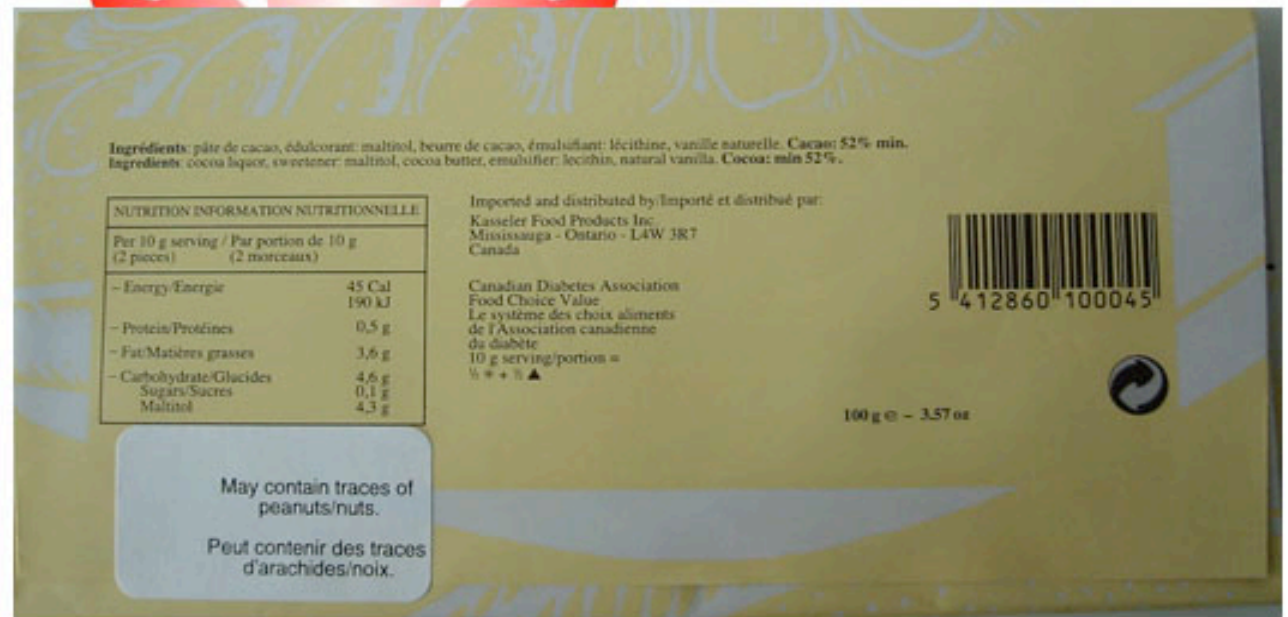
- Importer responsibility
- If non-compliant, CFIA notification that the label will be modified
- Food cannot be sold in Canada until it is compliant with Canadian regulations
- Retailers legal obligation.





# Temporary labeling measures

## Test Market Food



values  
negative

- values  
negative



Funding for this seminar has been provided by WUSATA as part of the USDA MAP programs providing assistance for companies developing exports in Canada.

This project is managed by Ted Craig in Wyoming and Tim Larsen in Colorado



# *Q & A*

All WebPages referenced in this presentation are available  
under Canada on  
[www.ag.state.co.us/mkt/Webportal/exporter.htm](http://www.ag.state.co.us/mkt/Webportal/exporter.htm)